

***You've heard about it,
you've read about it,
and now you can
experience it!***

In 2010, fans from all over the world will return to where it all started, Providence, RI, the birthplace of *G.I. Joe*! Don't miss this once-in-a-lifetime event. Whether you collect 3 3/4", 12", vintage or modern figures, you owe it to yourself to attend this special weekend. Join us for the *International G.I. Joe Collectors' Convention* in Providence, RI, April 29 - May 2, at the Rhode Island Convention Center!



Here is what you'll experience at the show...

Alan Hassenfeld Presentation-will be a once-in-a-lifetime event where you get to hear Mr. Hassenfeld's and Hasbro's story first hand.

Hasbro Tour-will provide you a behind the scenes peek at one of the largest toy companies in the world. This is where it all started, the birthplace of *G.I. Joe*!

Special Guests-will include some of the original creators from the 1980s and 1960s. Meet and talk to "Joelebrities" like Larry Hama, Kirk Bozigian, Sam Speers, Sam Petrucci, Ron Rudat and of course, the Hasbro *G.I. Joe* Team. The Hasbro team will be on hand the entire weekend to show you the upcoming products and to answer your burning *G.I. Joe* questions.

Panels and Seminars-led by Hasbro, special guests and experts in the *G.I. Joe* community. These presentations will totally immerse you in all things *G.I. Joe*. Learn inside information, meet Joelebrities, watch demonstrations and more!

Sales Room-features over 200 tables of *G.I. Joe* merchandise for sale. There are thousands of items each year that trade hands in this GIJoeCon focal point.

G.I. Joe Film Fest-will display the talents of *G.I. Joe* fans from all over the world. Come watch as stories you have never dreamed of unfold on the big screen!

Contests-showcase the incredible skills of *G.I. Joe* craftsmen everywhere. Start designing your entries today as you could be a big winner in one of the five different GIJoeCon contests.

Dio-storytelling class-will teach you techniques that you can use to create your own dio-stories. This class will be taught by "Regular Joes" Dave Pisani and Tod Pleasant.

G.I. Joe Customizing Class-will teach you the basic skills to create your own versions of your favorite *G.I. Joe* 25th Anniversary heroes. This class will be taught by Hasbro Designer Richard Woodhouse.

Local Tours-are always a fun way to start your week by touring the Providence area with your fellow *G.I. Joe* fans! This is a great way to meet other fans and share memories that will last a lifetime!

Room to Room Trading-provides collectors with a chance to swap, buy and sell items from their personal collections in the evenings after the Dealer Room is closed. Have just a few extras you would like to swap? Well, this is your chance to trade with other collectors.

Casino Night Awards Dinner-is the culmination of our festivities with dinner, casino games and fabulous auction items, (many one-of-a-kind provided by the Hasbro *G.I. Joe* team). This is a terrific evening of entertainment with great food, games and camaraderie you won't forget!

...and of course the GIJoeCon 2010 toys and souvenirs!



GIJoeCon Figure Sets

As in past years, there are two different outstanding GIJoeCon sets that every *G.I. Joe* collector will want to add to their collection. Once again, the club has worked very hard to bring you only the highest quality and most innovative sets possible!

Red Shadows International Set

There has never been an American release of the international figures in this set. We have some very special surprises for you! Every collector will want these vintage style figures from the set: Black Major, Interrogator, Flint, and the troopers: six Red Torches and six Red Shadows Troopers.

Each of these exotic figures comes with their classic weapons and accessories in this exciting 2010 fifteen figure boxed set "Vacation in the Shadows"!

Make sure you are there for package pick-up on Thursday night so that you won't miss this year's souvenirs! These souvenirs will feature several highly sought after vintage style *G.I. Joes* along with one figure that will make its debut in 3 3/4" scale. These limited edition figures will have a major roll in the convention exclusive comic book. Flint has been captured by the Red Shadows and their evil leader, the Black Major. Can Flint's international team save him, and what of the Interrogator? What is his role in this insidious plot?*

Escape from Spy Island

Over the years, the G.I. Joe Adventure Team has embarked on a number of top secret spy missions to remote tropical islands. Although the coordinates of each island were different, the "Spy Islands" always seemed inexplicably, topographically similar. Why do all of these locations seem to be the "same"? What is producing the thermal signature in the lagoon causing it to boil at times? There appears to be a volcano on the island, but, for all the heat signature, there doesn't seem to be any normal volcanic activity. What evil secret could this "Spy Island" have? Joe is dispatched with his latest crate of mission gear to investigate and possibly take care of the problem. What will he find? Will he be able to escape? As the Commander always says, "This will be a tough assignment!" Do you think Joe can "handle it"?

This vintage style Man of Action set includes: Super Articulated *G.I. Joe*; Black Knit Top and Hat; Black Pants; Explosives Satchel w/Explosives; Watch Detonator; Binoculars; Grease Gun; .45 Pistol with belt and holster; Short Black Boots; Backpack Radio; Swim Trunks; Scuba Jacket; Tank; Fins; Mask; Weights and Belt; Knife with Scabbard; Raft with Paddle; Crate; Underwater Explorer; Robotic Shark with Control Transponder; and a display box with art by Larry Selman! We know you will love this exclusive Adventure Team set.*



Registered Attendee Packages

Six different convention packages available!

The **American Hero's Package** (\$295 for Club Officer level members and \$345 for others) consists of:

- 3 3/4" convention 15 figure set *Vacation in the Shadows!*
- Certificate of Authenticity
- Convention Medal and Name Badge
- Private Dealer Room Sales Event on Friday, Early Bird privileges on Saturday, and admittance to all convention events except tours. The Hasbro tour is free but you must register for a ticket.

- Admittance to the Casino Night Awards dinner event along with gaming coupons
- **BONUS ITEM:** American Hero attendees will receive a special extra convention piece not available with the non-attending package. You must pick up your convention package in person.
- Admittance to all convention seminars
- Convention full color comic with program
- One entry (per person, not per package) in the free trip giveaways drawing on Sunday at 3 pm.*†



You will receive your convention items at your assigned registration pick-up time. Pre-convention tours are available for an additional charge.

We know you will love this set. Don't miss this outstanding weekend and the opportunity to see where it all began, so register TODAY! *†

The **General's Package** (\$295 for Club Officer level members and \$345 for others) consists of:

- 12" Adventure Team convention playset *Escape from Spy Island!*
- Certificate of Authenticity
- Convention Medal and Name Badge
- Private Dealer Room Sales Event on Friday, Early Bird privileges on Saturday, and admittance to all convention events except tours. The Hasbro tour is free but you must register for a ticket.
- Admittance to the Casino Night Awards dinner event along with gaming coupons
- Admittance to all convention seminars
- **BONUS ITEM:** General Package attendees will receive a special extra convention piece not available with the non-attending package. You must pick up your convention package in person.
- Convention full color comic with program



- One entry (per person, not per package) in the free trip give-aways drawing on Sunday at 3pm*†

You will receive your convention items at your assigned registration pick-up time. Pre-convention tours are available for an additional charge.

We know you will love this set. Don't miss this outstanding weekend and the opportunity to see where it all began, so register TODAY! *†

The **Aide's Package** (\$85 per Aide for the first package for Club Officer level members. Non-Officer Members \$100) consists of:

- Private Dealer Room Sales Event on Friday and Early Bird privileges on Saturday, and admittance to all convention events except tours. The Hasbro tour is free but you must register for a ticket.
- Admittance to the Casino Night Awards Dinner event along with gaming coupons
- Name Badge
- This package can only be purchased in conjunction with the

General's or American Hero's package and is offered so that accompanying family members can join the fun.

- Each General or American Hero package is limited to four additional Aide packages provided you are an Officer's Level Club member.

The **Sergeant's Package** (\$140 for Club Officer level members and \$190 for others) includes:

- Private Dealer Room Sales Event on Friday and Early Bird privileges on Saturday
- Admittance to all convention seminars
- This package does not include the Casino Night Awards dinner event, tours or any products. The Hasbro tour is free but you must register for a ticket.

The **Homefront Hero's Package** (\$295 for Club Officer level members and \$345 for others) consists of:

- Boxed set of figures from the American Hero's Package
- Does not include admittance to the show or name badge
- All items shipped three to four weeks after the show to your home.
- This package is for those who cannot attend the show.
- If you order this package before April 16, 2010, domestic shipping is FREE!

The **Base Commander's Package** (\$295 for Club Officer level members and \$345 for others) consists of:

- Boxed set of figures from the General's Package
- Does not include admittance to the show or name badge
- All items shipped three to four weeks after the show to your home.
- This package is for those who cannot attend the show.
- If you order this package before April 16, 2010, domestic shipping is FREE!



For either non-attending set (Base Commander or Homefront Hero), please use the *Registered Guest Application* to order.

Additional Package Details

- Each convention set is VERY limited this year. *Vacation in the Shadows* is an edition of only 500 sets and the *Escape from Spy Island* is limited to only 300 sets!
- The first 100 General's or Base Commander's registrations postmarked by March 1, 2010 will receive a special *G.I. Joe* figure size jacket with the convention art on the back.
- The first 100 American Hero's or Homefront Hero's registrations postmarked by March 1, 2010, will receive a special *Red Shadows* cloisonné lapel pin.
- 300 American Heroes or Homefront Heroes (provided that you are an Officer level member of the Club) have the opportunity to purchase a second set of 3 3/4" *Vacation in the Shadows* figures (no box, certificate, etc) for \$175. This is limited to one extra set per American Hero's or Homefront Hero's package purchased.
- Convention package confirmations will be mailed by the end of March. When you fax in your registration form, you will receive a confirmation email of receipt within 48 hours. In addition, if you are attending and want to substitute a prior year's convention set (if available) as your set this year, please call our office for details.

Dealer Information

Dealer booths (two 8' tables and one 6' table) are approximately 11' wide by 8' deep and are \$325. Single tables are \$190. Dealer (multiple) booth contracts and payments postmarked by February 15, 2010 will receive a \$25 discount (single tables are not discounted and are not available in multiples, only one per dealer. Booths and tables cannot be combined). Each Dealer Booth will receive (your choice) either the 12" or 3 3/4" attendee surprise item. Standard electrical hookups (10 amp) for all booths or tables are \$120 per hookup (total for all three days). Telephone service can be provided at a cost of \$225. Dealers may also order a Casino Night Awards Dinner event pass for themselves and their helpers for \$80 per person (includes gaming coupons). Booths and tables are limited. Placement in the ballroom will be assigned

in the order that the registrations are received. The earlier your registration is received, the closer to the front your booth will be. Dealer's product must be at least 50% action figure related. This means action figures or related *G.I. Joe* products. Dealers must collect the Providence, RI, sales tax of 7% due at the conclusion of the event as well as pay the tax permit fee of \$10.

Shipping

If you have small inbound shipments, please give us a call or consult with your hotel concerning charges. If you have large shipments, please call our office so that we can give you directions on how to send a timed shipment. These shipments will need to ship to the Rhode Island Convention Center. Large shipments that arrive palletized on Thursday will not receive any handling charges, as we will receive them for you and drop them in your booth space. The UPS Store will have a booth at the show to assist you in shipping your items home. They will have all types of packing materials and boxes available at the show as well. Prices will vary according to distance and weight.

Joelebrities

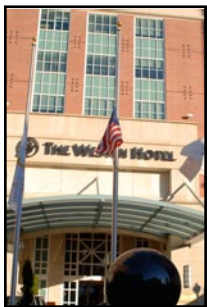
Here are just some of the people who will be at the convention: Sam Speers-original designer and patent holder for the 12" *G.I. Joe* released in 1964; Sam Petrucci-original 1960's box artist; Kirk Bozigian-original Marketing Manager during the creation of the Real American Hero *G.I. Joe* line in 1982; Larry Hama-original writer and story consultant for the Real American Hero *G.I. Joe* line; Virginia Gardiner-early member of the *G.I. Joe* Team and developed the *G.I. Joe* Nurse; and Ron Rudat-one of the original designers of the Real American Hero. Come meet and hear these "Joelebrities" talk about their experiences and see some of the special one-of-a-kind items they have to show! This will be the largest gathering of "Joelebrities" ever! Watch GIJoeCon.com for future guest announcements as there are many potential guests in the R.I. area!

Alan Hassenfeld Presentation!

Join us Friday morning for a special presentation panel by Alan Hassenfeld, Chairman of the Executive Committee at Hasbro. He will be on hand for this registered guests only panel Friday morning during the Hasbro tour. He will host two sessions so that each group on the tour may hear him speak. Mr. Hassenfeld will talk about how Hasbro started, and his personal experiences with the company. This is a once-in-a-lifetime event no *G.I. Joe* fan will want to miss.

Hotel Accommodations

Our hotel is the Westin Providence Hotel. The Westin is attached to the Providence Place Mall via a skywalk. It contains over 170 stores and eight different restaurants. Our special room rate of \$139 per night is valid before and after the convention. Make your reservation from the link on GIJoeCon.com or you can call 800-937-8461 or 401-598-8000 to make your reservation. Be sure you tell them you are coming to the *G.I. Joe Collectors' Convention*. Airport shuttles are available from Airport Taxi Shuttle 401-737-2868 for \$11 each way. Shuttles leave on the hour and take approximately 20 minutes to reach the Westin.



Hasbro Visit

Everyone has always wondered what the Hasbro facility looks like and how they develop toys. This is your chance to see it in person! We're pleased to offer 500 [GIJoeCon](http://GIJoeCon.com) registered attendees the opportunity to visit Hasbro.

Your visit will include a walk-through of the building where presenters will take you through each step in a toy's life cycle. You will get to see the model shop along with other insider displays. This is where it all began! The tour will take place Friday morning in two different groups. Everyone will finish in time for the

Private Sales Preview Friday afternoon. The tour is free but you must have a ticket! Don't forget to choose this option on the registration form.



Due to facility limitations and fire/security ordinances, Hasbro can only physically accommodate a limited number of guests. The first 400 package holders who sign up for the visit will be guaranteed a seat, and will receive confirmation with their convention documents. In addition, all interested remaining package holders who sign up before April 9, will be entered into a raffle for the remaining 100 seats. The final 100 guests selected through the drawing will be posted at GIJoeCon.com by April 16. Please note this is a non-transferable offer and you must be a package holder and have selected this option on the registration form to be eligible to attend this free Hasbro visit.

Hasbro Designers' Contests

Over \$1,100 (in show dollars) worth of prizes will be awarded at this year's [GIJoeCon](http://GIJoeCon.com)! There are five different categories in the Designers' Contests:

- Franken-Joe (1/18th scale only) Custom Figure Contest - Prizes: 1st \$100, 2nd \$50, and 3rd \$25. Contest is limited to ONE figure per entry, no teams or squads.
- Small Diorama (custom 1/6th scale figure) 15" x 15" - Prizes: 1st \$150, 2nd \$75, 3rd \$35. Contest is limited to ONE figure per entry, no teams or squads.
- Medium Diorama 48" x 30" - Prizes: 1st \$200, 2nd \$100, 3rd \$50.
- Photography Contest - Prizes: 1st \$100, 2nd \$50, and 3rd \$25.

If your contest entry is larger than the space allotted, you will be moved up one class. Please stay within the dimensions for the contest you are entering. Each contest is limited to two entries per person and you must be present to enter. Please do not bring any entries that have won in past contests. Photography entries can be black & white or color. All entries must be 8" x 10" in size and they must be mounted. In addition, the photography entries are not returnable. All winners will be announced Saturday night at the Casino Night Awards Dinner. Please let us know by April 1, if you intend to enter a contest so we can make sure we will have enough space available. If you need a copy of the judging criteria, please check GIJoeCon.com. All entries must be in place for judging by noon on Friday. Hasbro Designers' Contests will be judged by a jury.



Dio-Storytelling Class

Have you ever wondered how dio-stories are made? Join Dave Pisani and Tod Pleasant of *Regular Joes* for a day of dio-story techniques. You will learn everything from conceptualizing your story to how to shoot professional grade photos of your action figures, to final image selection and computer layout. Each person's story will be featured on the club's website after the show. Each participant will receive a free autographed copy of *Regular Joes: Volume One*. The class will run from 9am-5pm and is limited to 20 participants.

Cost is \$45.

G.I. Joe Customizing Class

This year we will be offering a customizing class taught by Hasbro designer Richard Woodhouse! This one day class (Thursday, 9am-5pm) will teach you beginning and intermediate techniques for customizing Hasbro's 25th Anniversary style figures. Class is limited to 30 participants.

Cost is \$60.

G.I. Joe Fan Film Extravaganza!

Join us in Providence for the fourth annual amateur film competition geared especially for fans of *G.I. Joe*! Fans can submit their films of approximately 5 minutes in length on DVD. All accepted submissions will be screened on Friday night and the audience will vote for the winners.

Submitted films must feature *G.I. Joe* in some form and maintain a G or PG rating as a style guide. Films will be shown to the public at the discretion of GIJoeCon. GIJoeCon reserves the right to not accept any film that does not meet the submission requirements. Submissions must be received no later than April 1, 2010. Please do not submit films that have been shown at past Filmfest events or submitted to the Club for past contests. The winners will receive show dollars: First \$200; Second \$100; and third \$50. You must be present to win. Join us for this special event as *G.I. Joe* collecting moves to a new level of creative storytelling!

Seminars/Panels

Collecting and fan seminars/panels will be presented on Friday, Saturday and Sunday. Each session will last approximately 50 minutes. Don't miss the special Hasbro Roundtable where you can speak directly with the Hasbro *G.I. Joe* team.

Casino Night Awards Dinner

On Saturday night, we will have our very popular Casino Night and Awards Dinner Party. This truly will be a fun and memorable evening. Please wear either your favorite *G.I. Joe* costume or your favorite military uniform as we will vote by acclamation that evening for the best "dressed" characters. Top three winners will have 10,000 auction points added to their accounts! Dinner will be served at food stations throughout the venue.

Each General, American Hero and Aide will receive gaming coupons for play during the evening. More gaming coupons will be available for a donation to charity. Dealers who donate items will receive gaming coupons as well. Past Casino nights have raised several thousand dollars for charities such as Cook Children's Hospital in Fort Worth, TX.

General Admission

General Admission for the Dealer's Sales Room is on Saturday: 9am Early Bird \$50; 10am-5pm Regular Admission Adults \$12; Children \$8 (4 and under free); and Sunday: 9:30am-3:30pm.

Door Prizes

Hourly door prizes will be awarded at ten minutes to the hour each day while the sales room is open. At 3pm on Sunday, we will draw for two free trips to the 2011 Convention (including domestic airfare up to \$450). You must be present in the Dealer Room to win!

Pre-Convention Tours

The week will begin with two pre-convention tours. Sign-up today! Everyone will enjoy these outings. If you sign up for either tour or the classes, you will pick up your registration materials early on Wednesday night from 8:30-9pm.

Wednesday, April 28, 7:45am - 5:45pm

A Day in Boston

We will start our week with a fun and educational day in Boston! We will spend our day on the trolley tour so that you may come and go as you like. The trolley follows the Freedom Trail which is a unique collection of museums, churches, meeting houses, burying grounds, parks, a ship, and historic markers that tell the story of the American Revolution and beyond. Our tour covers all the major areas including Downtown, Beacon Hill, Back Bay, the Theater District, and the Waterfront District. Stand on the very ground where Samuel Adams, James Otis, and other revolution-

ary leaders urged their fellow colonials to fight for liberty in Faneuil Hall. See the spot where the Boston Massacre occurred just outside the Old State House. Walk along the Boston Harbor where the Redcoats marched ashore in 1768.



Old Town Trolley Tours also make 5 exclusive stops: the Historic North End, North Station, Fenway Park, Boston Convention & Exposition Center, and the Seaport District. Explore the Paul Revere House, the Old North Church, and Copp's Hill Burying Grounds in the North End. See Fenway Park, the oldest stadium in Major League Baseball still in use. Check out the impressive architecture of the Boston Convention Center and the Institute of Contemporary Art.

Cost: \$75 (lunch on your own).

Thursday, April 29, 8:15am - 5:00pm

RI Sea Adventure

We will start the day with a trip to Battleship Cove (battleshipcove.org), the world's largest collection of historic naval ships. Conveniently located in Southeastern Massachusetts



near Providence and Newport, this spectacular destination offers an unforgettable experience to all. Take your time wandering the decks of the USS Massachusetts or below decks on the submarine USS

Lionfish. You can also spend time exploring the museum and inspecting a Soviet missile corvette. Next, we will depart for Newport where lunch will be on your own.

After lunch, sit back and enjoy the beautiful sights of Newport Harbor and Narragansett Bay aboard the luxurious Majestic.

Their professional tour guide will point out the spectacular sights during your one hour cruise. On board is a full service beverage and snack bar. There are 3 outside decks and 2 comfortable, climate controlled interior decks to choose from.



Cost: \$70 (lunch on your own).

Convention Evening Dress Dietary Concerns

For the Saturday Casino Night Awards Dinner, please wear your favorite *G.I. Joe* costume or your favorite military uniform. This will truly make the event a night to remember and you might just win 10,000 extra points for the auction! If you don't wear a costume, please dress business casual (shirts with collars). If you have any special dietary concerns we need to prepare for, please let us know 30 days in advance.

The G.I. Joe Collectors' Club Wants You!

We have spent thousands of hours planning and researching this event. You will have a great *Joe* weekend! We hope you take time out to attend this fabulous weekend of *G.I. Joe* collecting!

*Convention packages, guests, contents, tours, and quantities are subject to change without notice.
† Convention Packages are limited.

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